

Amendments to the Claims: This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1. (Currently Amended) A network system for effectuating data communication between a vehicle and a data processing resource, said system comprising:

an in-vehicle device installed in said vehicle, said in-vehicle device having a first wireless network connectivity interface; and

a store display adapted to hold a plurality of products for sale to and accessible by a customer, said store display equipped with a communication interface device having:

a second wireless network connectivity interface, said second wireless network connectivity interface adapted to data communicate with said first wireless network connectivity interface; and

a communication interface to communicate data between said second wireless network connectivity interface and said data processing resource adapted to effectuate data communication of the in-vehicle data from ~~between~~ said in-vehicle device ~~and to~~ said data processing resource for selection of at least one of the products for sale.

2. (Previously Presented) The network system in accordance with claim 1, wherein said communication interface device further comprises:

a wireless data connection, said wireless data connection adapted to effectuate a data connection with a wireless device.

3. (Previously Presented) The network system in accordance with claim 2, wherein said wireless data connection includes at least one of the following:

i) a wireless transceiver interface;

- ii) said wireless device interface;
- iii) a wireless modem interface;
- iv) a wireless phone interface; or
- v) a wireless data link.

4. (Previously Presented) The network system in accordance with claim 2, wherein said wireless device is at least one of the following:

- i) a wireless phone;
- ii) a personal data assistant;
- iii) a pager;
- iv) a personal computer;
- v) an internet appliance; or
- vi) a programmable storage device.

5. (Previously Amended) The network system in accordance with claim 1, wherein said in-vehicle device further comprises:

a wireless data connection, said wireless data connection adapted to effectuate a data connection with a wireless device.

6. (Previously Presented) The network system in accordance with claim 5, wherein said wireless data connection includes at least one of the following:

- i) a wireless transceiver interface;

- ii) said wireless device interface;
- iii) a wireless modem interface;
- iv) a wireless phone interface; or
- v) a wireless data link.

7. (Previously Presented) The network system in accordance with claim 5, wherein said wireless device is at least one of the following:

- i) a wireless phone;
- ii) a personal data assistant;
- iii) a pager;
- iv) a personal computer;
- v) an internet appliance; or
- vi) a programmable storage device.

8. (Previously Presented) The network system in accordance with claim 1, wherein said plurality of communication interfaces includes at least one of the following communication interface types:

- i) a wired data link;
- ii) a wide area network connection;
- iii) a network connection;

- iv) a universal serial bus port;
- v) a personal data assistant interface;
- vi) an RS232 interface;
- vii) an RS485 interface;
- viii) a carrier current interface;
- ix) a network connection to the Internet;
- x) a modem interface;
- xi) a wireless modem interface;
- xii) a wireless phone transceiver;
- xiii) a wireless phone interface;
- xiv) a wireless data link; or
- xv) a local area network interface.

9. (Canceled)

10. (Previously Presented) The network system in accordance with claim 1, wherein said data processing resource is one of the following:

- i) a global network data processing resource;
- ii) a global network server;

- iii) a global network application server;
- iv) a global network database;
- v) a virtual private network;
- vi) an emergency monitoring network;
- vii) a second communication interface device;
- viii) a second in-vehicle device;
- ix) a personal computer;
- x) a wireless phone;
- xi) a personal data assistant;
- xii) a pager;
- xiii) a pocket sized personal computer;
- xiv) a programmable storage device; or
- xv) an internet appliance.

11. (Previously Presented) The network system in accordance with claim 1, wherein said plurality of communication interfaces data communicate by at least one of the following:

- i) a wireless connection;
- ii) a wired connection;

- iii) a personal data assistant interface;
- iv) a wireless phone interface;
- v) an RS232 serial interface;
- vi) an RS485 interface;
- vii) a USB port interface;
- viii) an ethernet connection;
- ix) a TCP/IP type network connection;
- x) a PPP type network connection;
- xi) a SLIP type network connection;
- xii) a socket layer network connection;
- xiii) BLUETOOTH protocol or standard; or
- xiv) WIRELESS APPLICATION PROTOCOL or standard.

12. (Canceled)

13. (Currently Amended) A global network based data processing system for communicating data between vehicles and data processing resources, said system comprising:

| a store display adapted to hold a plurality of products for sale to and accessible by a customer, said store display equipped with a communication interface device having a wireless interface, said wireless interface adapted to communicate data wirelessly with an in-vehicle device, said in-vehicle device being installed in a vehicle; and

a data processing resource, said data processing resource adapted to data communicate with said communication interface device;

wherein said in-vehicle device by way of said communication interface device effectuates data communication~~communicates of the in-vehicle data from said in-vehicle device with to~~ said data processing resource for selection of at least one of the products for sale.

14. (Previously Presented) The global network based data processing system in accordance with claim 13, wherein said communication interface device further comprises:

a wireless data connection, said wireless data connection adapted to effectuate a data connection with a wireless device.

15. (Previously Presented) The network system in accordance with claim 14, wherein said wireless data connection includes at least one of the following:

- i) a wireless transceiver interface;
- ii) said wireless device interface;
- iii) a wireless modem interface;
- iv) a wireless phone interface; or
- v) a wireless data link.

16. (Previously Presented) The global network based data processing system in accordance with claim 14, wherein said wireless device is at least one of the following:

- i) a wireless phone;
- ii) a personal data assistant;

- iii) a pager;
- iv) a personal computer;
- v) an internet appliance; or
- vi) a programmable storage device.

17. (Canceled)

18. (Canceled)

19. (Currently Amended) A method of data communicating between an in-vehicle device installed in a vehicle and a data processing resource, said method comprising:

- a) holding by a store display that is accessible by a customer, a plurality of products for sale;
- b)a) communicating a plurality of digital content wirelessly between an in-vehicle device and a the store display equipped with a communication interface device to effectuate data communication of in-vehicle data from said in-vehicle device to said data processing resource, said store display accessible by a customer;
- c)b) routing said plurality of digital content from said store display to said data processing resource;
- d)e) determining, at said data processing resource, a plurality of return digital content responsive at least in part to said plurality of digital content;
- e)d) routing said plurality of return digital content to said store display; and
- f)e) presenting said plurality of return digital content to said customer at said store display; and

g) selecting, by the customer, at said store display at least one of the products for sale using said presented return digital content.

20. - 21. (Canceled)

22. (Currently Amended) The method in accordance with claim 19, further comprising:

receiving a the selection of one or more of said plurality of return digital content from said customer at said store display.

23. (Previously Presented) The global network based data processing system in accordance with claim 13, wherein said data processing resource is a global network based data processing resource.

24. (Canceled)

25. (Canceled)